

<i>SERFF Tracking Number:</i>	<i>PHYS-125990746</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41354</i>
<i>Company Tracking Number:</i>	<i>6019B</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>6019B/6019B</i>		

Filing at a Glance

Company: Physicians Life Insurance Company

Product Name: Med Sup

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other

Filing Type: Advertisement

SERFF Tr Num: PHYS-125990746 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: 6019B

Co Status:

Authors: Sonya Dickey, Sara Magee-Garcia

Date Submitted: 01/15/2009

State Tr Num: 41354

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Disposition Date: 01/22/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: 6019B

Project Number: 6019B

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 01/22/2009

State Status Changed: 01/22/2009

Corresponding Filing Tracking Number:

Filing Description:

RE: Medicare Supplement Advertisements

Invitations to Inquire: 6019B, 6019C, 6020B, 6020C, 6021B, 6021C

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: These advertisements are not being used in Nebraska.

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

Attached are copies of the above referenced material for your review and approval.

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The material will be used in your State to create an interest the following Medicare Supplement Policies/Rider:

POLICIES/RIDER MEDICARE PLAN APPROVAL DATE

L260AR A 7-14-03

L261AR B 7-14-03

L265AR F 7-14-03

L266AR G 7-14-03

L267AR High Deductible F 10-1-08

LR143 High Deductible Premium Discount Rider 9-29-08

All variable information contained in the advertising material referenced above is indicated with brackets. If you have any questions concerning the enclosed material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663.

You can also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sonya Dickey,
2600 Dodge Street
Omaha, NE 68131

sonya.dickey@physiciansmutual.com
(800) 228-9100 [Phone]
(402) 633-1096[FAX]

Filing Company Information

Physicians Life Insurance Company
2600 Dodge Street
Omaha, NE 68131
(402) 633-1188 ext. [Phone]

CoCode: 72125
Group Code: 367
Group Name:
FEIN Number: 47-0529583

State of Domicile: Nebraska
Company Type:
State ID Number:

Filing Fees

Fee Required?	Yes
Fee Amount:	\$240.00
Retaliatory?	No
Fee Explanation:	\$40.00 per form - 6 forms

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Per Company:	No		

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Life Insurance Company	\$240.00	01/15/2009	25058109

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/22/2009	01/22/2009

SERFF Tracking Number: PHYS-125990746

State: Arkansas

Filing Company: Physicians Life Insurance Company

State Tracking Number: 41354

Company Tracking Number: 6019B

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other

Product Name: Med Sup

Project Name/Number: 6019B/6019B

Disposition

Disposition Date: 01/22/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: PHYS-125990746

State: Arkansas

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State Tracking Number: 41354

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Item Type	Item Name	Item Status	Public Access
Form	6019B	Filed	Yes
Form	6019C	Filed	Yes
Form	6020B	Filed	Yes
Form	6020C	Filed	Yes
Form	6021B	Filed	Yes
Form	6021C	Filed	Yes

SERFF Tracking Number:	PHYS-125990746	State:	Arkansas
Filing Company:	Physicians Life Insurance Company	State Tracking Number:	41354
Company Tracking Number:	6019B		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	Med Sup		
Project Name/Number:	6019B/6019B		

Form Schedule

Lead Form Number: 6019B

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed	6019B	Advertising 6019B	Initial			6019 B.pdf
Filed	6019C	Advertising 6019C	Initial			6019 B.pdf
Filed	6020B	Advertising 6020B	Initial			6020 B.pdf
Filed	6020C	Advertising 6020C	Initial			6020 B.pdf
Filed	6021B	Advertising 6021B	Initial			6021 B.pdf
Filed	6021C	Advertising 6021C	Initial			6021 B.pdf

Finally, **Something NEW** in Medicare Supplement Insurance!



✓ **Exclusive, Innovative Option**

Think all Medicare Supplement coverage is the same?
Think again! Physicians Life Insurance Company brings you a **unique, patent-pending option** (High Deductible Premium Discount Rider) that is designed to help:

- Fit your budget
- Provide more flexibility when you are likely to need it most

Find out about our Exclusive NEW Innovative Option!

CALL [1-800-999-9999]

We take the time to help you fully understand your options. You'll get the answers you need along with outstanding local service.

Physicians Life Insurance Company®
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- ☐ **YES!** Please provide me free information on Medicare Supplement insurance policies. A company agent will give me all of the details including costs and limitations for this solicitation of insurance. I understand there's no cost or obligation of any kind.

Name

Address

City

State

ZIP

Date of Birth

Phone

Email

6019C

[XXX]

Medicare Supplement Insurance That's **Unlike** Anything You've Seen!

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or mail the attached card
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Why choose Physicians Life Insurance Company?

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*The lower rates are in relation to our own standard Plan F rates. Not all products available in all states.
Insurance Policy and Rider Form Numbers: L260, L261, L265, L266, L267, LR143; LA: L260LA, L261LA, L265LX, L266LA, L267LA, LR143; OK: L260OK, L261OK, L265OK, L266OK, L267OK, LR143; TN: L260TN, L261TN, L265TN, L266TN, L267TN, LR143C; TX: L260TX Plan A, L261TX Plan B, L265TX Plan F, L266TX Plan G, L267TX High Deductible Plan F, LR143B Premium Discount Rider. A company agent may contact you. For complete details, including costs and limitations, please contact us.

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L261TN, L265TN, L266TN, L267TN, LR143C; TX: L260TX Plan A, L261TX Plan B, L265TX Plan F, L266TX
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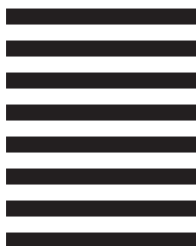
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Rate Information

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